



PERSONA

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Zeliox



Introduction

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Goal

Our goal with persona was to create reliable and realistic representations of our target audience for reference. This also ensures that we get to know our target group better.

Reason

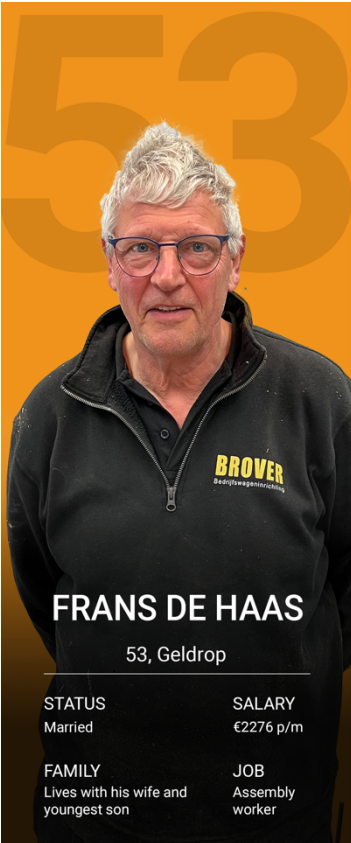
Since we work with human centred design, we must know who our target audience is. With a persona we can make clear who our target audience is, what they like and what their motivations and interests are. We can use this as a reference while making products.

Process

We went along with 3 employees, and we asked who they were as a person whether they had a wife and whether they had children. We also asked about how long they had been working at Brover and why they had chosen this profession. We also asked where their interests lay. Finally, we asked one of the employees if we could take a picture to use as my persona.

Result

In the end we created a perona and wrote a bio that fits our target group and gave it some more shape.



FRANS DE HAAS
53, Geldrop

STATUS Married	SALARY €2276 p/m
FAMILY Lives with his wife and youngest son	JOB Assembly worker

Personality

Introverted ————— Extrovert
Analytical ————— Creative
Busy ————— Time rich
Messy ————— Organized
Independent ————— Team player

Bio

He has been working at Brover for 30 years, he is married and has 2 sons and is also a big fan of PSV. Frans is very happy as he recently paid off his mortgage.

In the past Frans has always done a lot of cycling and he worked at a metal company.

Motivation

Incentive	—————
Fear	—————
Achievements	—————
Growth	—————
Social	—————
Power	—————

Goals

- Frans wants to redo his garden
- Garden shed renovation
- Wants to go on vacation this summer

Frustrations

- Does not have enough time to redo his garden
- Everything is going digital and he hates it because he is not good with electronics.

Quote

“ Working at a social company is more important then earning more money”

Brands

